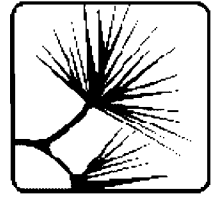




# City of Del Mar Staff Report



TO: Honorable Mayor and City Council Members

FROM: Kathleen A. Garcia, Planning and Community Development Director  
Via Mark Ochenduszko, Interim City Manager

DATE: July 11, 2011

SUBJECT: Progress Report on Village Revitalization

## REQUESTED ACTION/RECOMMENDATION:

Receive report and provide input on progress of Village Revitalization.

## EXECUTIVE SUMMARY:

Staff has been completing tasks associated with Village Revitalization according to the schedule. To date, staff has developed and implemented the first tasks of the Outreach Plan, followed up with interviews based upon input received at the Community Conversations, and initiated the preparation of planning documents.

## DISCUSSION/ANALYSIS:

### **Village Revitalization Work Program**

Staff has been actively continuing the process of village planning according to the schedule put forward at the April 25<sup>th</sup> City Council meeting, included as Attachment A. Tasks and milestones are detailed in Attachment B, and progress is noted. To date, staff has: completed document review; initiated the community input program; completed the Community Conversations; and initiated drafting of planning documents. Staff has been working on supporting documentation for the Village Plan study area and a proposal to prepare a Specific Plan as the regulatory document.

Staff will be taking the Specific Plan area boundary options to the Planning Commission on July 12 for input and will return to City Council on July 25<sup>th</sup> with a resolution adopting the area boundaries which reflects Planning Commission input. In addition, staff has been meeting one-on-one with Del Mar citizens who have expressed interest and concern for revitalization. Staff has also been preparing study area maps, shade/shadow diagrams, and other supporting graphics, and continued documentation.

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City Council Action:

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### **Next Steps:**

Next steps in the work program include:

- conducting a Planning Commission workshop for input on the preparation of a Specific Plan and its study area boundaries;
- developing alternatives based upon community input;
- holding an initial workshop with Design Review Board for input on guidelines;
- continuing outreach to property owners and businesses;
- facilitating a community open house;
- conducting Community Conversations regarding alternatives;
- developing the Village Plan regulatory documents and CEQA documents;
- reviewing the regulatory document; and
- conducting the public vote.

### **Why Revitalize?**

During the Community Conversations, a number of questions arose as to the need for revitalization. As a basis of continuing the dialogue, the following reasons for revitalization are identified and elaborated on in Attachment C. The principal reasons for revitalization, include, but are not limited to the following:

1. Adopted Community Plan - The 1976 Community Plan and the 1985 Community Development Element identify goals and provisions to improve the appearance and function of the Village Center. Many of the provisions are still in need of implementation.
2. Parking Study - The 2000 Parking Master Plan identified priorities for implementation that the current community input is reinforcing.
3. Vision 2020 – The Vision 2020 plan implemented in 2003, reinforces the Community Plan with nine actions to enhance the vitality and prosperity of the Village that require implementation.
4. Economic Study - The 2007 Community Land Use and Economics (CLUE) Group study recommended a number of actions to improve the Village including changes to zoning regulations.
5. Form Based Code – The 2009 Form Based Code ad-hoc committee identified opportunities and impediments to revitalization.
6. Sustainability – The State of California has enacted AB32 and SB375 to address sustainable communities and in particular, greenhouse gas emissions, and the Del Mar City Council has made implementing AB32 and SB375 a priority. New development can be regulated to be more energy efficient; and public right-of-way improvements can promote a less car-dependent Village.
7. Fiscal Impact – Sales tax, especially in retail has shown decline, which directly affects the General Fund revenue and the City's ability to provide services.

FISCAL IMPACT:

The Village Revitalization work plan effort is included in the adopted Fiscal Years 2011-2012 and 2012-2013 Operating and Capital Improvement Budget.

ENVIRONMENTAL IMPACT:

The updates on Village Revitalization are, in themselves, not a project and not subject to CEQA. The Village Revitalization Plan will have CEQA review as part of its process, which is anticipated to initiate during the fall of 2011.

ATTACHMENTS:

- Attachment A - Village Revitalization Planning Schedule
- Attachment B - Progress on Work Tasks
- Attachment C - Reasons for Revitalization

ATTACHMENT A

For City Council Report dated July 11, 2011

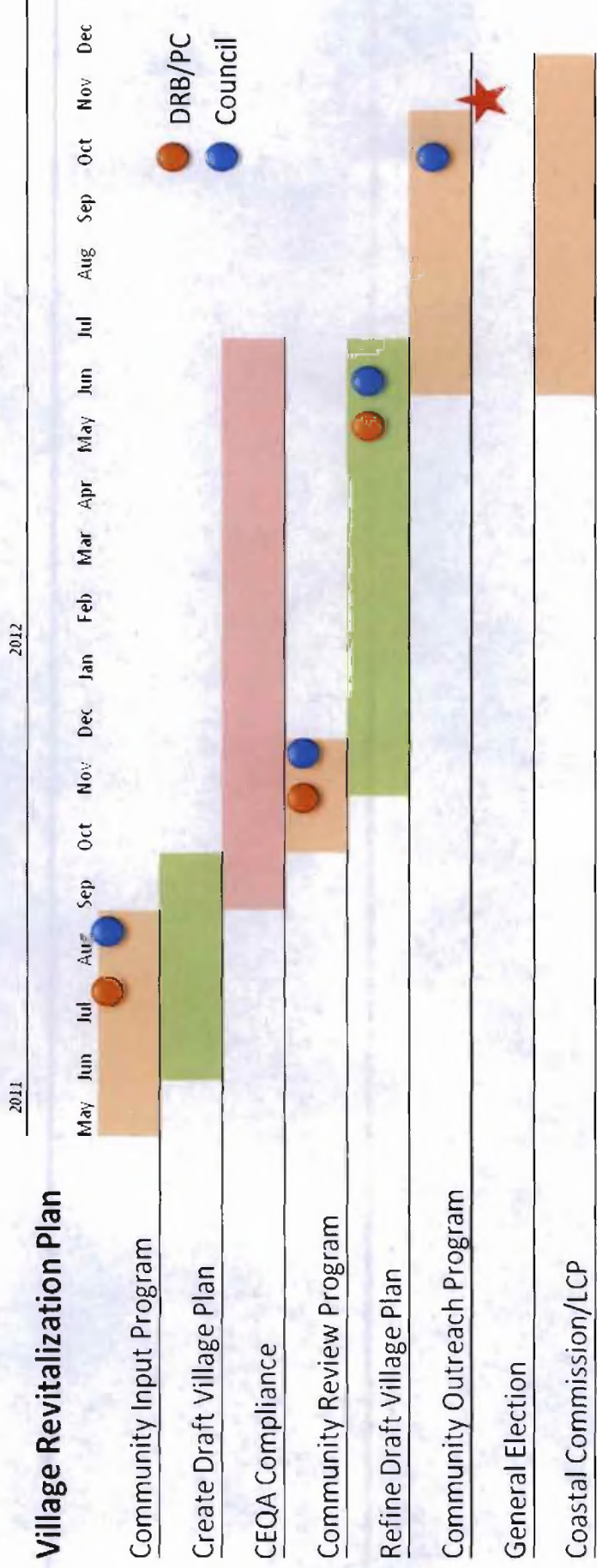
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Attachment A

Work Program Schedule



ATTACHMENT B

For City Council Report dated July 11, 2011

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# VILLAGE PLAN WORK PROGRAM TASKS

## Progress Report - July 11, 2011

### COMMUNITY INPUT PROGRAM

#### **Determine Components of Community Input Program**

- ✓ Develop Plan– *completed April 25, 2011.*

#### **Prepare for Community Input Program**

- ✓ Prepare Materials – *completed April 25, 2011.*
- ✓ City Council Meeting – *completed April 25, 2011.*

#### **Implement Community Input Program**

- ✓ Conduct Community Conversations – *scheduled between April 28 and June 5, 2011 – completed.*
- Business Owner and Property Owner meetings – *scheduled to follow Community Conversations and Alternative Development.*
- Hold Planning Commission (PC) Workshop – *scheduled for July 12 as an initial workshop to discuss the preparation of a Specific Plan and the study area boundaries.*
- Hold Design Review Board (DRB) Workshop – *scheduled for an initial workshop on July 27 to discuss the criteria for ordinance revisions to better address review of downtown projects.*
- Conduct Community Open House - *scheduled after Labor Day.*
- Post on City Webpage - *a portion of the website has been devoted to Village Revitalization and Community Conversations as of May 2, 2011, and has been updated at each milestone.*
- Post Public Service Announcement (PSA) on Del Mar TV – *to be developed.*
- Distribute Revitalization Factsheet – *to be developed.*

### DRAFT VILLAGE REVITALIZATION PLAN (VRP)

- Prepare Draft VRP per Community Input – *initiated by staff in April/May 2011 and is continuing refinement according to schedule. Recently staff has reviewed the requirements for preparing a specific plan per California law; prepared a draft of the document outline; reviewed the Form Based Code Committee recommendations for applicability; and drafted the Project Area descriptions and Background section.*

*Currently, staff is working on supporting documentation for the Village Plan study area and a proposal to prepare a Specific Plan as the regulatory document. Staff will be taking the Specific Plan area boundary options to the Planning Commission on July 12 for their input and will return to City Council most likely on July 25 with a recommendation. Staff has been determining the boundaries for a potential Specific Plan area, preparing graphics to support the boundary decision and working on parking alternatives, including the recommendations for an in-lieu fee.*

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*In addition, staff has been meeting one-on-one with Del Mar citizens who have expressed interest and concern for revitalization, preparing study area maps, shade/shadow diagrams, and other supporting graphics.*

- Define Plan Alternatives – *Camino del Mar alternatives are drafted, Roundabout intersections have preliminary review; other alternatives to be formulated.*
- City Council Liaison Review –*scheduled on a regular basis, at least monthly.*
- City Council Presentation with Public Testimony – *to be scheduled.*
- Revisions to Draft Village Plan per City Council Input – *to be scheduled.*
- City Council Presentation with Public Testimony – *to be scheduled.*
- Revisions to Draft Village Plan per City Council Input – *to be scheduled.*
- City Council Approval of Draft Village Plan and Alternatives to Plan – *to be scheduled.*

### **COMMUNITY REVIEW PROGRAM**

#### **Implement Community Review Program – to be scheduled.**

- Conduct Community Conversations.
- Hold Planning Commission (PC) Workshop.
- Hold Design Review Board (DRB) Workshop.
- Conduct Community Open House.
- Post on City Webpage.
- Post PSA on Del Mar TV.
- Distribute Revitalization Factsheet.

### **CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) COMPLIANCE – to be scheduled.**

- Manage & Review Technical Studies for Draft Environmental Impact Report (Draft EIR) -
  - Land Use Analysis
  - Traffic Report
  - Visual Analysis
- Manage & Review Draft EIR.
- Manage & Review Draft EIR Public Review Period.
- Review Written Responses to Public Comments on Draft EIR.
- Certification of Draft EIR Hearing.

### **COMMUNITY OUTREACH PROGRAM – to be scheduled.**

- Conduct Community Conversations.
- Hold Planning Commission (PC) Workshop.
- Hold Design Review Board (DRB) Workshop.
- Conduct Community Open House.
- Post on City Webpage.
- Post PSA on Del Mar TV.
- Distribute Revitalization Factsheet.



**ELECTION PREPARATION – to be scheduled.**

- Prepare Documents to Call Election.
- City Council Resolution Calling Election.
- Prepare Election Documents.
- Election in November 2012.

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ATTACHMENT C

For City Council Report dated July 11, 2011

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## Attachment C

July 11, 2011

### Why Revitalize?

During the Community Conversations, a number of questions arose as to the need for revitalization. As a basis of continuing the dialogue, the following reasons for revitalization are identified. These are by no means the only reasons, and further input will expand or edit the list.

### Adopted Plans:

The 1976 Community Plan establishes Goals to guide the future of Del Mar. Goal 4: *"Focus major retail and office activity into one economically viable, pedestrian oriented and attractive area that serves the needs of both Del Mar residents and visitors and is well integrated into the residential fabric of the community"* is only partially implemented.

The 1985 Community Development Element identified nine provisions to improve the appearance and function of the Village Center. Many of the provisions are still in need of implementation such as: a continuous landscaped pedestrian area; safe and convenient crossings; satellite parking areas to serve businesses; land use allocations to provide economic and functional vitality to the retail district; right-of-way improvements; special provisions for the use and development of public lands; economic analyses; and an implementing mechanism to implement the provisions.

### Other Studies:

Parking Study - The 2000 Parking Master Plan identified priorities for implementation. It found that the northern end of the Village is fully occupied throughout the year; private parking is only about 50% utilized; and the southern end of the Village is under-utilized even on peak days. Recommended goals and objectives include moving towards code-standard parking for the Village, increasing pedestrians and alternative modes of transportation to help reduce parking demand and shared parking among uses.

Vision 2020 – The Vision 2020 plan implemented in 2003, reinforces the Community Plan with nine actions to enhance the vitality and prosperity of the Village that require implementation, including:

- Complete census of retail stores.
- Increase the number of community events and cultural activities.
- Improve the utilization of existing parking spaces.
- Create better pedestrian walkways, street lighting and landscaping.
- Initiate funding programs to meet action plan.
- Promote and market the Village of Del Mar.
- Make available education / mentoring programs for businesses.
- Review city regulations to encourage business growth.
- Work to expand the density of shops and restaurants between 15<sup>th</sup> and 9<sup>th</sup> Streets.

CLUE Report - The 2007 economic study by Kennedy Smith of the Community Land Use and Economics (CLUE) Group titled "Revitalization plan (sic) for Del Mar Village"

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found that "...in spite of its many advantages, Del Mar Village suffers from...problems with parking (management, supply, perception), retail development focus, marketing image, and coordination of development activities. It also suffers from a few relatively unique challenges, some of which appear to be the inadvertent byproducts of goals that are central to the district's character." Based on the CLUE report's recommendation that the City "replace the district's existing zoning and appearance codes with a form-based code", the City Council directed the Department of Planning and Community Development to prepare a form-based code under the guidance of an ad hoc advisory committee.

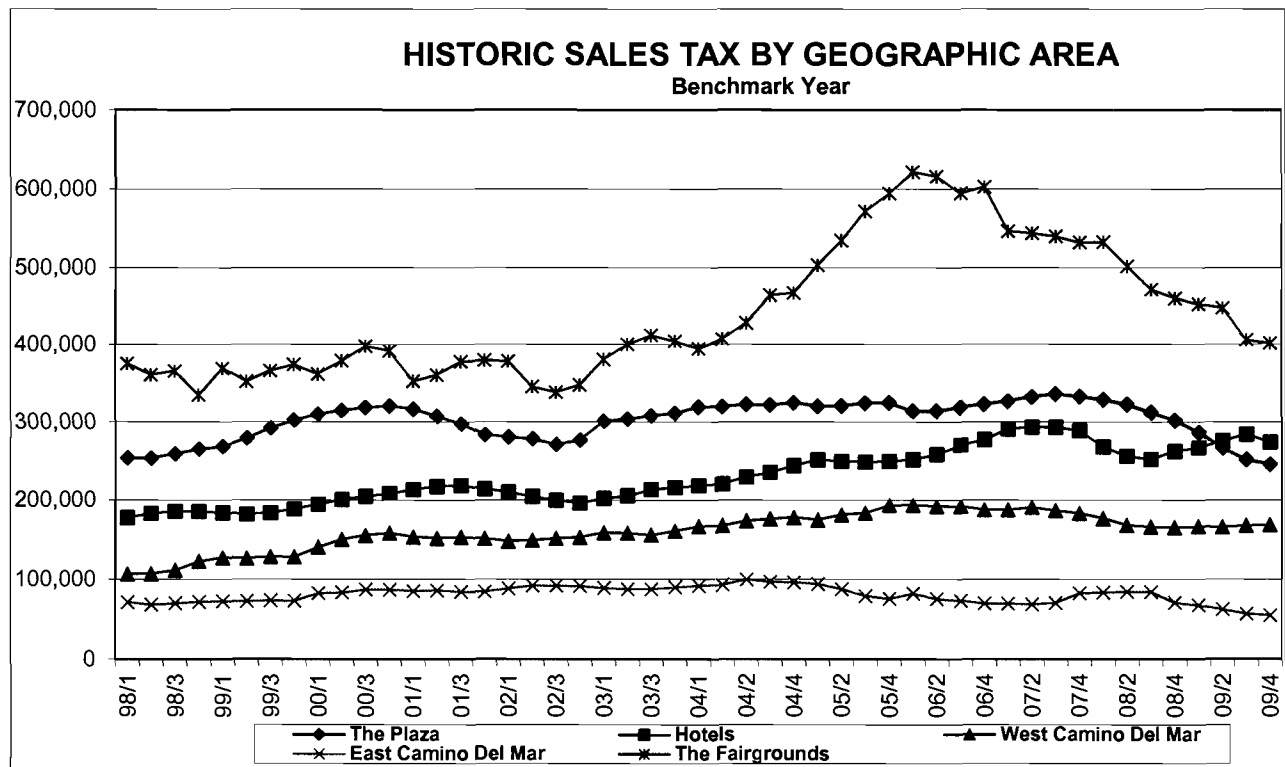
Ad-Hoc Form Based Code Advisory Committee – The 2009 Ad-Hoc Form Based Code Advisory Committee identified opportunities and impediments to revitalization as well as specific recommendations that require refinement based upon community input and as appropriate, codification and adoption.

Legislative Actions:

Assembly Bill 32 and Senate Bill 375 – California's legislature has enacted two bills to address sustainable communities and in particular, greenhouse gas emissions. CEQA analysis now assesses greenhouse gas emissions and mitigations can include pedestrian and traffic improvements that result in less carbon emissions.

Sales Tax Revenues:

Del Mar has seen a decline in sales tax revenues from retail establishments in particular. Additional research is being conducted on sales tax revenues over time for further reporting to City Council.



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